

0087 Where Are They Now with Jessica Lang

You're listening to the Abundant Practice Podcast. Where we work through the stuck places' folks hit while building their private practices. Each week we dive into a practice building through different lenses. You'll get trainings, listen in on mini-consultations and conversations with other consultants. Each month there is a niche deep dive where we flush out a niche from a marketing perspective. Plus, every now and then we throw in a "Where are they now" episode and check in on the clinicians who were on before to see how the advice played out. When relevant, the show notes will include a worksheet for you to bring the content into your practice or life. Because I love you listening, but I want you to take action, too.

This podcast is sponsored by the Abundance Party, where for only \$39 a month you get courses on honing your niche and marketing your practice, scripts for the business side of things, monthly trainings, a chance for a one on one with me, and a much more intimate Facebook group. Where I currently respond to every post. You can check that out at Abundanceparty.com. Alright, onto the show.

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Welcome back to the Abundant Practice Podcast. I'm your host, Allison Puryear of AbundancePracticeBuilding.com and AbundanceParty.com. And, I am here for second times a charm with Jessica Lang. I guess it's more third. Jessica Lang and Jessicalangtherapy.com. So, she and I had some skype issues last time. And our recording, half of it, didn't exist. And half of it did. So, we are just going to redo. Which is appropriate because this is a where are they now? So, you heard from Jessica last summer. And so, we're basically catching up with where she is now. what's worked to build her practice. And the lessons that she learned that may also work for you. So, yay! Thanks for talking to me a millionth time, Jessica.

Jessica: You know I never get tired of talking to you, Allison. So, it's ok!

Allison: Well thanks! Let's talk about where you were at when we spoke last summer. Well, give them a breakdown of your very exciting adventurous life.

Jessica: You know, it sounds more exciting on paper than I think it is in reality. So, I'm originally from California. I moved to Israel December of 2016 because I got the travel bug and was like, I don't want to say bye to my practice. Which was just starting. So, I took it with me and decided to do therapy all online. So, all my clients, well 90% of my clients live in California. And I see a couple people here in Israel. But predominantly I still see people there in California online. And I specialize in trauma, sexual abuse, primarily, as well as self-esteem issues. And also getting into helping people in business with imposter syndrome. So, yeah. That's it in a nutshell

Allison: Yeah. So, when we spoke last summer, you were struggling.

Jessica: Oh yeah.

Allison: So, tell us some of what your practice looked like at that point.

Jessica: Gosh. I think I had maybe one or two clients. And I was struggling to get clients. I did Psychology Today. I did Good Therapy. I was trying to network. But the phone was not ringing at all. And I was kind of freaking out. Because that's what you're supposed to do.

Allison: You were doing everything right.

Jessica: I'm going, why are they not calling me? And so, I had a panicked moment, and then, basically went back to the drawing board and was like okay. What do I need to do? This is what I want, so if this is what I want, this is what I need to focus on entirely. So, I got rid of Psychology Today. I got rid of Good Therapy. I'm currently back on Psychology Today, but I literally go off and on it all the time. Because sometimes I get calls and sometimes I don't. but what I think has been the biggest help was just being more visible. So, I started getting involved with YouTube. Which is crazy because I don't really like video. I mean, now I like video, but in the beginning, I couldn't stand it. So I started doing video and YouTube and showing up in the different Facebook groups. And connecting with other therapists. And just talking, talking, talking. Talking about myself. Writing blogs. Asking people to share it. Which is not comfortable. Asking people to make myself like help me, is not, which is funny as a therapist, not being comfortable asking for help. But I started doing more of that. And then realized okay, its okay to be seen. And its okay to talk about myself. And slowly people started to find me through blogs. Through Facebook. My YouTube channels growing. I actually kind of like it. And its been a long journey, but I feel like I hit my stride and I feel really comfortable. Which is the biggest thing. I wasn't feeling very comfortable or very confident before. So, that was something I noticed over the past year has really changed my confidence level.

Allison: business has a way of either bolstering confidence or making, you were talking about the imposter syndrome that comes with business. It can absolutely decimate your confidence for a little while if you personalize things or if you start to feel that hopelessness creep in.

Jessica: Exactly.

Allison: And another thing you did, you were working full time when I talked to you last summer. And that's a huge shift.

Jessica: Oh yeah. I was working as a nursery school teacher. Which is interesting. And you know, 1 and 2-year-old, if you've ever been in a room with eight of them all day, nine hours, then you understand. But I was doing that, trying to build a practice on the side. And that was really hard. So, I finally said goodbye to the school this past May. I was sad, because they still call me all the time. The parents. Tell me how wonderful I am. But its nice to focus just on one thing. And that's my business. And then I think helps kind of giving myself more space to be an entrepreneur and have a little bit more fun. Because that was something I wasn't doing, having any fun. Because I was always thinking about business. And once I stopped thinking about it all the time, and just having more fun, that also I think helps. Just a little mind shift.

Allison: Yeah. I feel like that is so important. And its something that is really easy to lose sight of when you are in soup. And also, when I try to imagine a one and two-year olds.... I feel like the way I would do therapy after a day like that, I would be like, I don't know, it sucks, I don't know, man. Sounds rough. I'm like, I would not have it in me to provide actual therapy. I would just want others to therapize me.

Jessica: Somebody hold me.

Allison: Right.

Jessica: Its like the universe kind of talks to us in that way. Its like, you know you don't have the capacity to be a great therapist when you work all day at the school. And because it's a 10-hour time difference, I was seeing clients, I am still seeing clients at like 3am and 4am. Like I have a client at midnight tonight, because they live in California and I live here. And that's just not sustainable, 4 hours of sleep every night. Oh my gosh. So, once I kind of backed away I was like oh, okay. I forgot what life was like.

Allison: Yeah. Well welcome back to it.

Jessica: I'm too old for this. I'm like I could do this at 28. I can't do this at 34. And I know 34 is not old. But it's older than 28. And it's a huge difference. Because I could do this at 28. I did it at 28. Can't do it at 34.

Allison: So, you talked about YouTube being extremely helpful. And I think particularly with people with online practices it makes sense to do a fair bit of marketing online. And sometimes when I talk to folks wanting online practices and are in their early stages are like, oh, but I'm not techie. Uploading a video to YouTube is not so hard. The hardest part of YouTube is being okay with yourself on video.

Jessica: Yes. Being okay with the ums and talking too fast. Or not looking at the camera. Yeah, I'm all over the place. I write a script, and I never go over my script. I just blah, blah, blah, blah. Then I'm like oh, 20 minutes. Okay, let's try to make this a little shorter. You know? Its really easy. It's a confidence thing. Once you get past it, you're good. Oh yeah, why was I ever worried about this?

Allison: Yeah. And I think that comes with practice, for sure. And I think it also comes with, like you were saying allowing the ums. Like allowing the imperfection. Because if we hold ourselves to the standard of some of the really professional videos we see, you're either going to be spending a ton of time in the editing room, or you're just never going to release it.

Jessica: Exactly.

Allison: One of the mantras that has gotten me happy in business is done is better than perfect.

Jessica: I like that.

Allison: So, what are some things you discovered about yourself in building this practice?

Jessica: I discovered a lot about myself. Let's see, how do we skim this down. To have more fun, I think that's number one. Not take it so serious. Its not the be all end all. Its not my whole identity. Be a career driven woman, even though it feels like that's my whole identity, its really not. There's a whole lot more to me. That's probably the biggest one I learned. And making sure I get enough sleep. And its okay that my day is divided in two. It seems very weird, I know, for other people. I have friends here in Israel, and they are like, you can't live like this forever. And I'm like, well actually I kind of don't mind having my day broken up into two. Maybe I get up at 2am and see a couple clients. Walk my dog. Have a little breakfast. Go back to sleep for a couple hours. And then get up, see some more people. Have dinner with a friend and see clients in the evening and then go to bed. Its something that works for me, getting at least 4-5 hours of chunks of sleep at a time. Because I have never been able to sleep through the night. So, it's kind of like going, maybe that's my natural pattern. So, it works for me. Making sure that I'm also having fun. Spending time with people.

Allison: It's really hard to prioritize things like fun and sleep when you're feeling really obsessed around the business stuff. What helps you make that shift?

Jessica: I was so obsessed. I am still working on it. It comes in waves. I get really obsessed about it. But really just remembering how nice it is to just have fun and stay in the moment. Because gosh, it can be so overwhelming. Facebook was such a time killer. I was constantly in the groups and seeing what people were doing. Trying to copy it. Once I let that go, it was like, you know, you have your own game plan that works for you. That, I think, is the biggest thing. Figuring out what works for you. Because what works for other people doesn't work. Because it's all about your personality. Your client's gel with your personality. Not with somebody else's, or else they would go to that person. So, they want you because of something they see in you. So, you have to be genuine, you have to be authentic. So, I try to limit my Facebook time and that helps also. Because then I'm not doing the comparison. Or, why didn't I get five calls in one day. I wouldn't want 5 people to call me in one day. All my time...[unknown 11:54]

Allison: I wouldn't want that many intakes in one week anyway.

Jessica: Exactly. No. it's too many. I'm too much of a detail-oriented person to have five intakes in a week, so a couple in a week is fine. Because I do 90-minute intakes. So, you know, then I write it up. And I go, because I deal with trauma and I use [unknown 12:12] team method. I'm like going through the whole history. It would be too much if I had that. So again, don't try to compare yourself to what other people are doing. Figuring out what your practice looks like, what you need, what you like. And incorporating it all and staying true to your own message. And it will shift. Which I didn't believe. Everyone said it, but I didn't believe it. Initially I thought only trauma. And now I'm trauma and self-esteem. That's like who I work with. So, go with the flow.

Allison: Yeah. I love it. I love it. And I think your point about how what works for other people doesn't necessarily work for you, that's what I built the entire marketing fundamentals course around. I was seeing that so much in the big Facebook group that folks were like, what worked for you? And then, a few weeks later, they'd be like nothing is working! I'm like, yeah, because you're not meant to do whatever this person was doing. It's not in alignment with who you are or what your practice is about. And that's why, in that course, I have, like the very first lesson in each module with different ways to market is this for you? Because otherwise it's just a mess.

Jessica: Definitely.

Allison: Yeah. I'm a big fan of figuring out the things that are going to actually work for each practice.

Jessica: Exactly.

Allison: And I think that confidence piece feeds on itself, right? So, if you start to gain confidence, all of a sudden everything felt a little less precious, it sounds like.

Jessica: And also, like the messaging got clear. Because I was, again, comparing myself to the people like, oh, Allison sounds like this. So, I want to sound like that. No, no, no. you have to figure out, I'm the type of person who will say, a couple likes, and they are from California, put a oh dude in there. I don't cuss so much. I got to get mad to cuss, I don't just randomly. But you know, for little things like that for this is the way I sound. This is the way I put things and being comfortable with that. Then the message got clear. And I could just say it more.... rolls off the tongue. Like oh, I want people to find peace and happiness and success, bam. Like that's it. You know? That's my message in a nutshell. Because I played

around with different things. Nope. That's what I care about. That's what my clients want. That's what they need. I can say it over and over again.

Allison: Yeah. And you know your clients in a way that no one else knows your clients. Even therapists in the same niche. You still have individual differences in who you love to work with. Even if its demographically or person in concern wise, it's the same.

So, it sounds like, if you could advise people, its not following the path others have taken. Its figuring out what will work best for your practice. Its having more fun.

Jessica: Oh yeah.

Allison: There's also something there about being open to change that sometimes we do all this hard work on figuring out who our ideal client is within our niche. Then we feel married to that idea of a person. Instead of recognizing maybe who's being naturally attracted to your practice. Like who happens to be calling. Or what things are actually lighting you up in session. I just had a conversation with someone today from the inner circle who is in this space of like, oh, I think maybe my primary niche and secondary niche need to switch places. So, being open to that can feel like oh, so much more work. But, if its an investment of your time and energy, to be able to have the practice you actually want, then that's worth it. And doing things to scare you. Like putting yourself out there. And creating these videos.

Jessica: you have to.

Allison: You have to.

Jessica: I'm sorry to tell you. You have to do what scares you. That's, I think, the most the thing that's consistent across anybody in business. Like they're just going to have to do [unknown 15:54]

Allison: yeah. And you don't have to do the thing that scares you the most. Like if you break into a cold sweat as we're talking about videos. That doesn't have to be what you start with. But stretching yourself is going to be necessary. It's just the way it goes.

Jessica: And even with the video. I did a couple people's Facebook lives. So, I just popped in on their Facebook live. Where I did a...Therapy for Black Girls, I did podcasts with Dr. Joye. That was fun. Even though I was like, but, I don't know if, the imposter syndrome getting in the way. No, it's just natural. You just have a conversation with somebody. And it flows. You're not even thinking. But it can be tough to start out with video if you're just looking at the camera with trying to write a script or something. So, if you can do a podcast, or you can, a bunch of us have YouTube. Reach out to somebody and say hey, I would be interested in collaborating with you on YouTube. Or something. Just to get started. So, you don't feel so naked out there.

Allison: Yeah. It makes a huge difference in video or podcast or anything where you are putting yourself out there, to do it with someone. We're connectors anyway. Its easier for us to connect, well maybe I shouldn't say like its true for everybody. But, for many of us, it is easier to connect in a conversation with someone than it is to just talk. Like the expert that you are. I mean, a few solo episodes of the podcast I've done are like a third of the time at most, than the ones where I'm having a conversation with someone. Because I don't know, like I don't have anything to bounce off of here. So, I'm done. See you next week. So, yeah. Well I really appreciate you coming on. I feel like its fun to get to hear where people are later. And they are having the kind of practice that they dreamt they would have.

Jessica: Exactly. That is possible.

Allison: It is! And folks, we'll make sure in the show notes, there's a link to the previous episode you were on. People can hear where you were. And they'll recognize probably, I mean, you were very poised. And brilliant and wonderful in it. But they'll hear the fear that sounds real familiar to them if they are in the beginning stages like you were.

Jessica: Oh definitely.

Allison: Hear that confidence.

Jessica: Definitely. You know, I never listened to the first one. So, I don't even know what it sounds like.

Allison: Yeah. Listen to it. I mean, it's like....

Jessica: No.

Allison: I understand. Totally. I do a lot of these. I don't listen to any of them.

Jessica: Like how I shut you down real quick? I'm like I'm really confident, but no.

Allison: you know yourself, though. It's alright. It's alright.

Jessica: No, I probably will listen to it. Some of it is actually just being lazy. Has nothing to do with confidence. More like eh. I don't feel like hearing myself anyways, so.

Allison: Fair enough. Fair enough.

Jessica: Yeah, but I can imagine. I can remember being very anxious. Very nervous. So that was probably noticeable on the call. Yikes. I'm not nervous or anxious this time around, though. So, you'll hear a nice difference. That's part of business, though. You get some bumps and bruises, and you're okay. That's what I tell my clients. You'll be okay., that's what I tell my kid clients at least. You'll be okay, yeah, its hard, but you'll be okay. But, but.... It's okay.

Allison: Yeah. So, for folks who want to refer some Californians or expats or whatever to you, jessicalangtherapy.com. Oh, and we should mention another thing that it got cut off from our last conversation, but we should briefly mention that you ghostwrite blogs for people.

Jessica: oh yeah...

Allison: Like we forgot that whole thing in this conversation, but how can people get in touch with you for that? Through Marissa?

Jessica: Yeah. I would say contact Marissa. Because she does the heavy lifting, I just do the writing. So, contact Marissa.

Allison: Awesome.

Jessica: I also mentioned. Oh Marissa, I talked to an Allison podcast. She's like okay. So yeah, contact Marissa. She's great. She's not busy enough. I would talk to her. Do my blogs. Yeah. Because blogging is very helpful. So, whether she does them AK I do them or you do them. It's really helpful.

Allison: Absolutely. It boosts your SEO. It helps you feel relatable. It lets your clients know what matters to your practice. So yeah. Blogging is powerful.

Well thank you so much Jessica.

Jessica: Thanks Allison. It was fun.

Allison: Yeah. I'll talk to you soon.

Jessica: Of course.

Allison: Bye.

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